

# HASCALL'S ORIGINAL CARBON PAINT

STOPS LEAKS-PREVENTS RUST-CHECKS DECAY  
THE WORLD'S BEST ROOF & IRON PAINT







**T**HE Roof and Metal Paint question is an *important problem*.

Upon *your* selection depends whether your property will be *protected* or just painted.

A *genuine* Carbon Paint will solve the problem.

Hascalls Carbon Paint is not only a *genuine* Carbon Paint but it is the *only* genuine Carbon Paint manufactured.

Hascalls Carbon Paint is the *pioneer* ROOF and METAL PAINT.

Hascalls Carbon Paint was *originated* 25 years ago by Mr. Geo. C. Hascall, now the president of The Hascall Paint Co.

Hascalls Carbon Paint is manufactured by fusing *pure* carbon into a non-volatile oil, which chemically changes the primary characters of both, *forcing* a chemical affinity between the oil and carbon and producing the elastic, tough, Weather and Fire Proof ROOF and METAL *protective* paint, known as Hascalls Carbon Paint.

The *protective quality* of Hascalls Carbon Paint can *not* be improved but we have added to its artistic possibilities and extended its usefulness by manufacturing it this season in MAROON RED, DARK GREEN and SEAL BROWN in addition to the lustrous BLACK that has characterized it for a quarter of a century.

The *protective value* of Hascalls Carbon Paint rests in its elasticity, the ability to expand and contract (under changes of temperature) with the surfaces upon which it is coated, whether TIN, IRON, STEEL, SHINGLES, FELT, CANVAS or PAPER

The *preventative* and *preservative* value of Hascalls Carbon Paint is embodied in its ability to penetrate pin holes, rust-spots, cracks or crevices in *old* or *new* METAL, WOOD or FELT and become a part of the surface upon which it is spread, *preventing* LEAKS and DECAY.





1

1—Leaky Tin Roofs may be made permanently watertight by patching with canvas or muslin and coating with Hascall's Carbon Paint



2—Hascall's Carbon Paint is the best coating for Felt or Combination Roofs. With it, open seams may be securely cemented and the entire surface protected



2





**H**ASCALL'S Carbon Paint has been *imitated* in everything *but* quality since its origination. The man "who pays the bills" is entitled to the *best* that his money will buy, so guard against the "just as good" misrepresentation.

Your roof is going to be *boiled, baked and soaked* by HEAT and RAIN, it is going to be *frozen and buffeted* by HAIL, SNOW, SLEET, GRIT and GRIME, driven on by the *power* of the WIND.

Hascalls Carbon Paint is guaranteed to be WATER, WEATHER, WIND and FIRE PROOF and to endure longer and better than any *imitation*, just as it has endured the critical test for 25 years and stands to-day the STANDARD of QUALITY, ECONOMY and EXCELLENCE by which *all* others are judged.

Black Paints sold as Carbon Paints, even if they contain *some* carbon do *not* protect unless the carbon has been "*fused*" into the body liquid.

A coating of an un-fused mixture will *quickly* peel or crack off an exposed surface, because the watery portions of the oil will evaporate, fatty portions will jelly, dry, peel, crack and drop off while whatever carbon remains will *blow away*.

Oil and carbon have *no* chemical affinity (unless fused) the fatty portions of the oil merely *suspend* the carbon atoms.

This process of fusing is known to *none* but us, has been carefully guarded for 25 years and is the authority upon which we base our broad statement that Hascalls Carbon Paint is the *only* genuine Carbon Paint manufactured, a fact that we further substantiate by a *free* trial of the goods to *prove* themselves.

Hascalls Carbon Paint spreads and flows freely, sets quickly and can not settle in the container, because the carbon is *liquified* and chemically incorporated as a *component part* of the elastic lacquer, by our special process of "*fusing*."





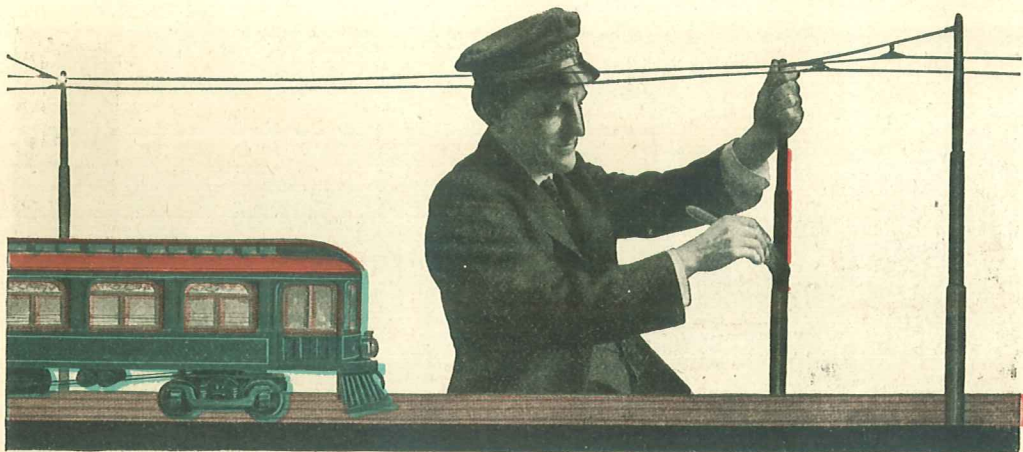
1—Showing how a rusty, weather-beaten, corrugated Iron roof may be preserved with a coating of Hascall's Carbon Paint



2—Hascall's Carbon Paint on Metal Roofs of City Buildings prevents corrosive action of sulphuric deposits from smoke, soot, etc.







**A**N especially desirable quality to be found in Hascalls Carbon Paint is its *covering* capacity. Actual comparison will demonstrate that *one* coat of Hascalls Carbon Paint spread over equal area will equal *four* of *any* competitive paint, hence, Hascalls Carbon Paint will be found the most *economical* investment to say nothing of its *protective* qualities and *durability*.

Wherever Hascalls Carbon Paint has been subjected to severe heat trials in competition, it has never failed as yet to show by far the **HIGHEST FIRE TEST**.

Hascalls Carbon Paint is recommended by Fire Wardens as an effective safeguard against fire where buildings having **SHINGLE, FELT, CANVAS or PAPER ROOFINGS** are exposed to flying *sparks* and *cinders* from *locomotives, stacks, furnaces, etc.*

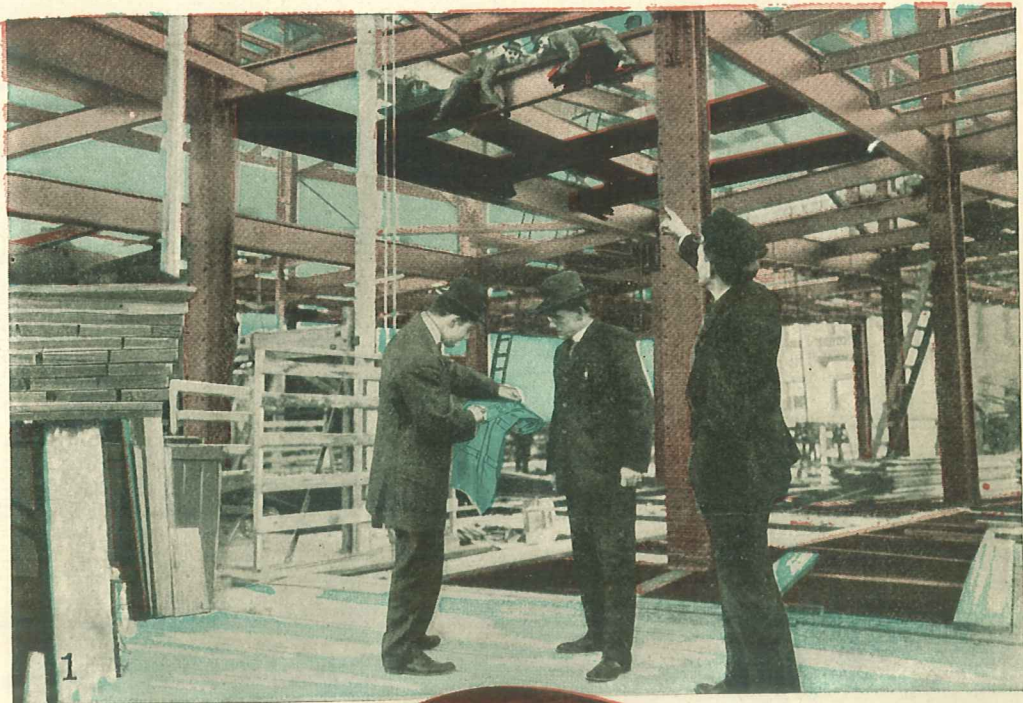
Hascalls Carbon Paint is specified by Architects, Building Contractors, County Commissioners and Municipalities everywhere as the most economical, permanent and protective **METAL PAINT** for **BRIDGES, STRUCTURAL IRON or STEEL BUILDINGS, MACHINERY, TANKS, STACKS, and other exposed surfaces.**

One gallon of Hascalls Carbon Paint covers 250 to 300 square feet on **METAL** according to conditions and 100 square feet on **SHINGLES, FELT, CANVAS, PAPER or COMPOSITION ROOFINGS:**

Hascalls Carbon Paint as a **ROOF-PAINT** is *now* and has been for 25 years in a class by itself.

Originality counts in the manufacture of Roof Paint as in other branches of industry, hence we will earnestly ask you to consider the *intrinsic value* of Hascalls Carbon Paint *before* you consider the price, as the quality will remain long after the price ceases to be a memory.





1—Architects and Builders find Hascall's Carbon Paint to be the best protective paint for Structural Iron and Steel.



2—County Commissioners Supervisors, etc. specify Hascall's Carbon Paint because it is the most durable, protective coating for Iron and Wood Bridges.







MAROON RED



DARK GREEN



SEAL BROWN



BLACK

**T**WENTY-FIVE years ago, paint manufacturers declared that a pure carbon paint was an impossibility. Mr. G. C. Hascall persisted until he discovered an *original method* of combining oil and carbon by *fusing*. Hascalls Carbon Paint was origination No. 1, followed of course by imitators when it *proved* its value.

You may hear the same old criticism to-day, that it is impossible to make a carbon paint in colors, because the colors will fade, but

## REMEMBER THIS

We painted our own factory buildings with Hascalls Carbon Paint (in colors) just as you see them on this card.

Then we tested and scrutinized them covering a period of 5 years *before* we asked *anyone* to buy them.

We are satisfied, now and we are ready to guarantee that *you* will be.

This is origination No. 2 (P. S.—Watch the imitators..)

We could not improve the quality of Hascalls Carbon Paint, so we increased its usefulness.

You can have your roof painted-MAROON RED, DARK GREEN, SEAL BROWN, or BLACK, whether it is METAL, SHINGLES or READY ROOFING and at the same time WATER, WEATHER and FIRE PROOF, "a thing of beauty and a joy forever."

## THE HASCALL PAINT COMPANY

CLEVELAND, OHIO

I am so sure of the durability and high quality of Hascalls Carbon Paint that I am willing to place the entire resources and reputation of the Hascall Paint Co behind a guarantee that this paint will last for a period of not less than Five Years, or we will replace the paint.

J. E. Harris, Secretary.